

ORDER**KSNV****Orders****Order / Rev:** 102336 /**Alt Order #:** 06819920**Product Desc:** NASIT**Estimate:** 1244**Flight Dates:** 09/14/12 - 09/17/12**Original Date / Rev:** 05/31/12 / 07/25/12**Order Type:** GENERAL**Primary AE:** Amy McCreary**Sales Office:** BLPHI**Sales Region:** National**Agency****Name:** GMMB, Inc./ Washington D.C.**Buying Contact:****Billing Contact:**

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type: Cash**Billing Calendar:** Broadcast**Billing Cycle:** EOM/EOC**Agency Commission:** 15%**Advertiser****Name:** Nevadans Against Special Interest Tax *Revised***Demographic:** A35+**Product Codes:** PLI1**Priority:** SELECT PRIORITY CODE**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN**New Business Thru:****Order Separation:** 00:15:00**Advertiser External ID:****Agency External ID:****Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/17/12 | 39 | \$31,625.00 | \$26,881.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 39 | \$31,625.00 | \$26,881.25 | 0.00 |
| Totals | 39 | \$31,625.00 | \$26,881.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 28% | \$31,625.00 |
| Market | 100% | \$112,946.43 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 31% | \$35,013.39 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 16% | \$18,071.43 |
| KTUD | 1% | \$1,129.46 |
| KVVU | 17% | \$19,200.89 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 7% | \$7,906.25 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------------|------|-------------------|-----------------|------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| E 1 | KSNV | 09/14/12 | 09/17/12 | M-F 5-6a WakeUp w/WagM | 5-6a | | M---F-- | :30 | 3 | \$400.00 | 1 | 0.00 | NM | 3 | \$1,200.00 |
| WAKE UP WITH THE WAGNERS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/14/12 | 09/20/12 | M---F-- | | | 3 | | \$400.00 | | 0.00 | | | | |

Order / Rev: 102336
 Alt Order #: 06819920
 Flight Dates: 09/14/12 - 09/17/12

Advertiser: Nevadans Against Special Interest Taxat
 Product Desc: NASIT
 Estimate: 1244

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|-----------------------------------------------------|-------|----------------------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1 | KSNV | 09/14/12 | 09/17/12 | M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners | CM | 5-6a | M---F-- | :30 | 3 | \$400.00 | 1 | 0.00 | NM | 3 | \$1,200.00 |
| | | | | WAKE UP WITH THE WAGNERS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/14/12 | 09/20/12 | M---F-- | | | | | 3 | \$400.00 | | 0.00 | | | |
| E 2 | KSNV | 09/14/12 | 09/17/12 | M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners | CM | 6-7a | M---F-- | :30 | 2 | \$725.00 | 1 | 0.00 | NM | 2 | \$1,450.00 |
| | | | | WAKE UP WITH THE WAGNERS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/14/12 | 09/20/12 | M---F-- | | | | | 2 | \$725.00 | | 0.00 | | | |
| E 3 | KSNV | 09/14/12 | 09/17/12 | Today Show Today Show | CM | 658a-9am | M---F-- | :30 | 3 | \$900.00 | 1 | 0.00 | NM | 3 | \$2,700.00 |
| | | | | TODAY SHOW | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/14/12 | 09/20/12 | M---F-- | | | | | 3 | \$900.00 | | 0.00 | | | |
| E 4 | KSNV | 09/15/12 | 09/15/12 | News 3 Sunrise - SATURM News 3 Sunrise SATURDAY | CM | 6a-7a | -----S- | :30 | 1 | \$375.00 | 1 | 0.00 | NM | 1 | \$375.00 |
| | | | | NEWS 3 AT SUNRISE | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S- | | | | | 1 | \$375.00 | | 0.00 | | | |
| E 5 | KSNV | 09/16/12 | 09/16/12 | Sunday Today Sunday Today | CM | 7a-8am | -----S | :30 | 1 | \$500.00 | 1 | 0.00 | NM | 1 | \$500.00 |
| | | | | TODAY ON SUNDAY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 6 | KSNV | 09/14/12 | 09/17/12 | M-F Today Show II 3rd H@M M-F Today Show II | CM | 9-10a | M---F-- | :30 | 2 | \$425.00 | 1 | 0.00 | NM | 2 | \$850.00 |
| | | | | TODAY SHOW II | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/14/12 | 09/20/12 | M---F-- | | | | | 2 | \$425.00 | | 0.00 | | | |
| E 7 | KSNV | 09/14/12 | 09/17/12 | M-F Today Show III 4th H@M Today 4th Hour | CM | 10am-11am | M---F-- | :30 | 1 | \$325.00 | 1 | 0.00 | NM | 1 | \$325.00 |
| | | | | TODAY SHOW III | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/14/12 | 09/20/12 | M---F-- | | | | | 1 | \$325.00 | | 0.00 | | | |
| E 8 | KSNV | 09/14/12 | 09/17/12 | Rachael Ray Rachael Ray | CM | 11am-12pm | M---F-- | :30 | 2 | \$325.00 | 1 | 0.00 | NM | 2 | \$650.00 |
| | | | | RACHEL RAY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/14/12 | 09/20/12 | M---F-- | | | | | 2 | \$325.00 | | 0.00 | | | |
| E 9 | KSNV | 09/14/12 | 09/17/12 | Noon News Noon News | CM | 12-1230pm | M---F-- | :30 | 3 | \$425.00 | 1 | 0.00 | NM | 3 | \$1,275.00 |
| | | | | NEWS 3 AT NOON | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/14/12 | 09/20/12 | M---F-- | | | | | 3 | \$425.00 | | 0.00 | | | |
| E 10 | KSNV | 09/14/12 | 09/17/12 | Dr. Phil Dr Phil | CM | 3-4p | M---F-- | :30 | 2 | \$450.00 | 1 | 0.00 | NM | 2 | \$900.00 |
| | | | | DR. PHIL | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/14/12 | 09/20/12 | M---F-- | | | | | 2 | \$450.00 | | 0.00 | | | |
| E 11 | KSNV | 09/14/12 | 09/17/12 | NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) | CM | 4-5pm (4:00 PM-4:30 PM) | M---F-- | :30 | 2 | \$725.00 | 1 | 0.00 | NM | 2 | \$1,450.00 |
| | | | | FIRST NEWS 3 AT FOUR | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/14/12 | 09/20/12 | M---F-- | | | | | 2 | \$725.00 | | 0.00 | | | |
| E 12 | KSNV | 09/14/12 | 09/17/12 | NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) | CM | 4-5pm (4:30 PM-5:00 PM) | M---F-- | :30 | 1 | \$725.00 | 1 | 0.00 | NM | 1 | \$725.00 |
| | | | | NEWS 4 AT 430P | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/14/12 | 09/20/12 | M---F-- | | | | | 1 | \$725.00 | | 0.00 | | | |
| E 13 | KSNV | 09/14/12 | 09/17/12 | | CM | 5-630p | M---F-- | :30 | 3 | \$1,200.00 | 1 | 0.00 | NM | 3 | \$3,600.00 |

Order / Rev: 102336
 Alt Order #: 06819920
 Flight Dates: 09/14/12 - 09/17/12

Advertiser: Nevadans Against Special Interest Taxal
 Product Desc: NASIT
 Estimate: 1244
 KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------------|------|-------------------|-----------------|--------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|-------------|
| | | | | M-F Early News | | | | | | | | | | | |
| | | | | M-F Early News | | | | | | | | | | | |
| EARLY NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/14/12 | 09/20/12 | M---F-- | | | | | 3 | \$1,200.00 | | 0.00 | | | |
| E 14 | KSNV | 09/15/12 | 09/15/12 | To the Point - PM | CM | 730-758pm | -----S- | :30 | 1 | \$425.00 | 1 | 0.00 | NM | 1 | \$425.00 |
| | | | | To the Point | | | | | | | | | | | |
| NEWS 3: TO THE POINT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S- | | | | | 1 | \$425.00 | | 0.00 | | | |
| E 15 | KSNV | 09/14/12 | 09/17/12 | M-F Jeopardy | CM | 630-7pm | M---F-- | :30 | 2 | \$1,300.00 | 1 | 0.00 | NM | 2 | \$2,600.00 |
| | | | | M-F Jeopardy | | | | | | | | | | | |
| JEOPARDY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/14/12 | 09/20/12 | M---F-- | | | | | 2 | \$1,300.00 | | 0.00 | | | |
| E 16 | KSNV | 09/14/12 | 09/17/12 | M-F Wheel | CM | 7-730pm | M---F-- | :30 | 2 | \$1,300.00 | 1 | 0.00 | NM | 2 | \$2,600.00 |
| | | | | M-F Wheel of Fortune | | | | | | | | | | | |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/14/12 | 09/20/12 | M---F-- | | | | | 2 | \$1,300.00 | | 0.00 | | | |
| E 17 | KSNV | 09/17/12 | 09/17/12 | Mon PR 10-11p | CM | 10-11pm | M----- | :30 | 1 | \$3,200.00 | 1 | 0.00 | NM | 1 | \$3,200.00 |
| | | | | Monday Prime 10-11pm | | | | | | | | | | | |
| SMASH | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | M----- | | | | | 1 | \$3,200.00 | | 0.00 | | | |
| E 18 | KSNV | 09/16/12 | 09/16/12 | LAW & ORDER (synd) PM | CM | SU 10-11p | -----S | :30 | 1 | \$900.00 | 1 | 0.00 | NM | 1 | \$900.00 |
| | | | | Law & Order (synd) PRIME | | | | | | | | | | | |
| LAW & ORDER | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S | | | | | 1 | \$900.00 | | 0.00 | | | |
| E 19 | KSNV | 09/14/12 | 09/17/12 | M-F News 3 at Eleven | CM | 11pm-1135pm | M---F-- | :30 | 2 | \$1,200.00 | 1 | 0.00 | NM | 2 | \$2,400.00 |
| | | | | M-F News 3 at Eleven | | | | | | | | | | | |
| NEWS 3 NIGHTSIDE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/14/12 | 09/20/12 | M---F-- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| E 20 | KSNV | 09/16/12 | 09/16/12 | Sa-Su News 3 at Eleven | CM | 11pm-1135pm | -----S | :30 | 1 | \$1,100.00 | 1 | 0.00 | NM | 1 | \$1,100.00 |
| | | | | Sa-Su News 3 at Eleven | | | | | | | | | | | |
| NEWS 3 NIGHTSIDE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S | | | | | 1 | \$1,100.00 | | 0.00 | | | |
| E 21 | KSNV | 09/14/12 | 09/17/12 | The Tonight Show | CM | 1135p-1237a | M---F-- | :30 | 2 | \$500.00 | 1 | 0.00 | NM | 2 | \$1,000.00 |
| | | | | Tonight Show | | | | | | | | | | | |
| TONIGHT SHOW W/ JAY LENO | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/14/12 | 09/20/12 | M---F-- | | | | | 2 | \$500.00 | | 0.00 | | | |
| E 22 | KSNV | 09/15/12 | 09/15/12 | Saturday Night Live | CM | 1130pm-1:02am | -----S- | :30 | 1 | \$1,400.00 | 1 | 0.00 | NM | 1 | \$1,400.00 |
| | | | | Saturday Night Live | | | | | | | | | | | |
| SATURDAY NIGHT LIVE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | -----S- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 39 | \$31,625.00 |